**GORILLAZ**

**AMI JUKEBOX SWEEPSTAKES**

- 22,000 jukebox locations
- 4/28 to 5/12
- Enter To Win Tickets to an upcoming show
- 10 Runner up will receive vinyl copy of the new album
- *AMI will also send an email promoting album and sweeps to anyone that has played a Gorillaz song through their app*

**BARNES & NOBLE**

- 468 Music locations
- New Release fixture with Price & Positioning
- Vinyl & CDS will be carried in stores
- Will be featured in email blast to over 1 million customers

**COLLEGE MARKETING**

- Marketing priority for APRIL /MAY
- Reps will post & share video / short film
- Will distribute marketing tools around campuses

**INDIE RETAIL VISABILITY**

- Indie Retail visibility plan around release; windows, murals, boards, email blasts, etc. at nearly all indie retail locations throughout US

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|---|---|---|
| Looney Tunes | New York | 3x3 window |
| Bull Moose | Northeast | 12 3x3 boards |
| Rough Trade | New York | Premium Banner |
| Rolling Stone | Norridge, IL | 3x3 window |
| Shake It | Cincinnati, OH | 3x3 window |
| Luna Music | Indianapolis, IN | 3x3 Window |
| Electric Fetus | Minneapolis, MN | 3x3 Window |
| Music Millennium | Portland, OR | lg window |
| Silver Platters | Seattle, WA | large mural - 20x20 |
| The Record Exchange | Boise, ID | 3x3 display |
| Sonic Boom | Seattle, WA | full street window display |
| Easy Street | Seattle, WA | small mural |
| Rasputin | Berkeley, CA | 4x4 |
| Rasputin | San Fran, CA | 3x3 |
| Streetlight Records | San Jose, CA | SJ & SC window displays |
| Cactus Music | Houston | 3x3 |
| Fingerprints Music | Long Beach | 3x3 |
| Good Records | Dallas, Tx | Outside Sign |
| Twist & Shout | Denver, CO | 3x3 |
| Waterloo Records | Austin, Tx | 3x3 |
| Waterloo Records | Austin, Tx | Front of Store Window-Lamar |
| Rhino Claremont- Mad Platters | Claremont CA | 3x3 Artboards & P&P |
| Zia Records | Phoenix, AZ | Z-blast Super Duper 5 3x3 |
| Salzer's | Ventura, CA | 3x3 - Front of Store |
| Grimeys | Nashville, TN | 2x2 light box |
| Park Ave CD | Orlando, FL | Window |
| Criminal Records | Atlanta, GA | 3x3 Light Box |
| Decatur CD | Atlanta, GA | 2x2 Light Box |

**AEC**

- Indie Edge Program
- Starts a week before street date (2 week program)
- Email blast that hits 1500 indie stores

**WEA'S BRIGHTEST STAR PROGRAM**

- Includes Price & Positioning at indie accounts (2 week program)

**AIMS**

- Tier 1 Program
- 25 Key Indie Stores
- Price & Positioning
- Will be featured on websites & Email blasts to customers

**CIMS**

- Outside the Heard Program
- 48 Key indie stores
- Price & Position
- Listening Station Positioning
- Featured in email blast

**DORS**

- 70 key Indie Stores

| | |
|---|---|
| | • Price & positioning<br>• Minimum buy in<br>• Will be featured on websites & Email blasts to customers<br><br>**OUTDOOR ADVERTISING**<br>• Coachella billboard entering Palm Springs- 4/1 to 4/30<br>• Chicago billboard in Wicker Park – 4/24 to 5/22<br>• Seattle 2 murals around indie retail locations<br>• SF bus bench ads- 4/1 to 5/22<br>• Chalk Stencils in: NYC, SF, LA, Denver, Dallas, & Philly<br>• LA Lamar billboards- 4/24 to 5/22<br><br>**PRINT ADS**<br>• NYC Daily paper (AMNY) – on album release day<br><br>**STINGRAY**<br>•€€€€€€€€Celebrity Channel for APRIL<br>•€€€€€€€€Band curates a playlist that will be featured on their own channel around the world where Stingray is available<br>**TV**<br>•€€€€€€€€SNL spots have been secured for 4/22 in Houston, Charlotte, Portland, Denver<br><br>**URBAN OUFITTERS**<br>• Urban Outfitters will sell vinyl in stores<br>• Looking to sell merch as well |